

ONTARIO  
"B"  
DISTRICT

# Ballyhoo

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## FOOD FOR THOUGHT

For two days last week, executives and associates of Famous Players met for a series of "Dawn to Dusk" round table discussions. The theme of the meetings was set when the Boss Man, borrowing from the title of an article in a recent issue of Readers Digest, declared ... "TODAY IS OUR FUTURE".

What a wallop those four short words pack ... Volumes could be written ... columns of type could be set ... without adding the slightest additional meaning to that brief, terse statement of fact.

Apply it to yourself, or to your business ... the answer must come out the same. While "Future" necessarily suggests an element of time beyond "Today" ... whether it be tomorrow or ten years hence ... the shaping of that future must be integrated into our day-by-day thinking ... day-by-day living ... day-by-day doing.

We can't part the curtains of time to take a quick peek into the future ... not even into tomorrow. We can, however study yesterday ... all of our yesterdays, and then decide whether or not we are completely happy with the future which is a result of all those yesterdays ... TODAY.

TODAY IS OUR FUTURE ... not tomorrow or the next day. There is much food for thought, and a real challenge to every one of us in those words.

What we are, or become tomorrow, must be in direct ratio to what we do, how we think, how we live today ... I am not trying to philosophize, believe me, but I was so intrigued by that dynamite-packed foursome of simple, English words, that I had to make it the subject of this week's front page of our BALLYHOO.

If you really want a "Design for Living" ... you've got it ... if you'll only take it seriously. Repeat it to yourself a few times ... TODAY IS MY FUTURE ... and You'll start believing it too.

D.E.K.



## A FEW HIGH-LIGHTS

While last week's meetings were confined to home office executives and associates, the subject matter under discussion, and the results of the deliberations are of vital importance to every theatre in our circuit ... The following summation should give you some idea of what went on, and where your theatre fits into the scheme of things. Just pretend that I am talking to YOU personally, and that it is YOUR THEATRE alone that we are discussing ... I think you can get something out of the next few pages.

### PHYSICAL CONDITION

Have you taken a good look at your theatre lately? ... I don't mean just a quick glance when you're coming in in the morning, or leaving at the end of your day's work. Have you been down in the boiler room? How's your heating equipment ... ready for winter? Is your coal in? Have you visited your operators lately? Everything in good shape in your projection room? Are your washrooms immaculate? Are they checked regularly to make sure that all supplies are available all the time? When is the last time you checked your staff quarters? Are they clean and neat? Uniforms properly hung up when not in use? Is your stage area clean, and free of fire hazards? How are your exit doors? Do they operate easily and freely? Nothing blocking them on the outside? Do they perhaps need a paint job? And your marquee and sign ... how about them? Are your letters clean and legible, or do they need a going over? Are the seats in your auditorium comfortable? No loose ones ... no torn covers ... no springs sticking out? The above are just a few items ... I'll bet you can add a few more to the list.

### YOUR STAFF

How do you hire help? Do you hand out jobs to the first person who applies, or do you use a little discrimination? Have you taken a good look at your staff lately? The individual members of your service staff not only represent you and your theatre ... They represent our whole industry, and your method of staffing your theatre should be predicated on that thought.

One of our partners out West seems to have developed a pretty practical formula ... When an applicant comes in for a job, be it as a doorman, usher, even a cleaner, this manager hands him one of our Service Manuals, tells him to read it over carefully, and if he still feels that he wants the job, to come in the next day and discuss it further. That makes sense. Incidentally, Jim Nairn still has a limited number of copies of the booklet available.

I don't have to tell you how competitive the market for good employees has become during the past few years ... Don't just be satisfied with the "left-overs" ... Go after the cream of the crop. Let's get back in the position where we can start boasting of our "SERVICE" staffs again.

"SUCCESS AND PROSPERITY ARE CONTAGIOUS" ... J.J.F.  
Makes real sense, doesn't it? Think about it ...  
Talk about it ... Get your share of both.

## SERVICE

Perhaps the most important single item under discussion was the type of service we render our patrons ... especially as related to the expanding services being offered their customers by the air-lines railroads, food markets etc. Even the humblest theatre can be made the most pleasant, with proper service ... You've got to keep selling your SERVICE from the moment a customer enters your theatre until he is well on his way home ... Let's not just talk about it ... the time has come when we have to DO SOMETHING about it.

Your screen attraction is important ... vitally so, and no one in his right mind would dream of denying it, but think how easily an otherwise very pleasant visit to your theatre can be ruined by indifferent service ... a surly cashier, indifferent doorman, sloppy or thoughtless ushers. If your washrooms are anything short of immaculate, there's a good chance that your femme trade will start shopping elsewhere for the service which they had been led to expect in your house. A pleasing screen presentation is also part of your service ... a very essential part. Make sure that you know what's on your screen, and the best way of presenting it to your patrons. Your projectionists can be of great help to you, if you'll only give them a chance ... and speaking of projectionists, do you know if the boys in your booth are subscribers to "International Projectionist?" They should be ... in order that they may keep right on top of the many important changes developing in our business from day to day ... and that they may have a practical working knowledge of the many new processes being evolved. Talk to them about it, and show an interest in their end of your operation.

When did you last sit through a complete program in your own theatre? It is absolutely imperative that you sit right through the first showing of every change of program ... check the sound, and check what you see on your screen. Your stereophonic sound must be properly monitored ALL THE TIME ... to make sure that the proper sound levels are maintained constantly.

All this comes under the heading of SERVICE ... and much more. Make sure that your theatre is properly heated in the winter ... properly ventilated and cooled in the summer ... from the moment the first customer enters, until the last one has left. The customer may not always be right ... but make him feel good by letting him think that he is ... and he'll come back for more and more ... and help to keep you and me in business for a long, long time.

"WHERE ONE MISTAKE IS MADE BY NOT KNOWING ... TEN  
ARE MADE BY NOT LOOKING ... AND FOR TEN WHO LOOK,  
ONLY ONE OBSERVES" ... J.J.F.

## CHECK LOCAL PAYROLLS

Have you any idea when the big plants, industries, department stores in your area pay their staffs? You can very easily obtain that vital information ... and it may be that this information can and should influence our method of booking your theatre. It's up to you to tell us ... we can't go by guess-work. Start laying out a chart today, and have all that information available when you're called on to produce it.

## ASSIST ADVERTISING

All the major companies are interested in seeing their product get the best selling job possible ... and will often share in our advertising costs. Don't decide at the very last minute that this or that particular attraction requires a boost ... and don't wait for somebody to tell you. If you feel that you should spend a little more, drop me a note well in advance ... specifying how much more you think you should have ... I'll pass the information on to Jimmy Lairn for action. DON'T spend the extra money first, and then ask us to try and get it back for you ... It won't work.

## NEW ASPECTS

Just as with CinemaScope, VistaVision is an important new adventure. Exactly what do you know about it? If you've been reading all that the trade magazines have been writing about it, you should be pretty well informed. Start talking it up ... Sell it ... Glamourize it. You're the only one who can get it across to your customers ... and what you get out of it is completely dependent on just how well you sell it NOW. Get the romance of Showbusiness in your souls ... and some of it is bound to rub off on your customers.

## INTERMISSION TRAILERS

Do you use a confection intermission trailer? How long have you been using your present one? Do your patrons get just a little bit bored with it? Here's a thought, and a good one. There are several good trailers available ... If four or five theatres in a closely-knit group order a different trailer each, and interchange them every couple of weeks ... you need only show the same trailer about two weeks out of ten ... and by the time it comes around again, your customers will hardly remember it, and feel that you're constantly freshening up your screen. Think about it ... and ACT on it.

## PRESENTATION

One of the most important phases of a theatre's operation ... and the one most frequently neglected, is the presentation of your screen attraction ... Anybody can push the buzzer and have the operators throw a picture on the screen ... It takes a showman to dress up his stage, his screen and his picture so that they combine to give an illusion of reality to his performance.

When you have a CinemaScope feature and regular 1.33 short subjects on the same program, do you just leave your screen wide open after the feature, and throw a standard size news on the giant screen? How wrong, and how disillusioning. ALWAYS draw your masking to the size of your picture, and when CinemaScope comes on, part your curtains and open your masking with the expanding film. What a difference it makes. I know that all my theatres follow this practice ... but, just in case you forgot ... MAKE SURE.

Have you any equipment in your booth over and beyond the basic projectors? Have you thought of putting it to use? Your effect machine can do quite a job for you ... it can even mask in your picture if need be ... Give your projectionists the green light, and see what tricks they can do with their equipment and their ingenuity.

## STEREOPHONIC SOUND

I have mentioned the need for constant supervision of your auditorium speaker sound levels ... Did you know that your "surround" speakers can be used for other purposes besides the fourth track? ... Ask your operators to show you how you can play your intermission music thru those speakers ... It gives a startling and very novel effect ... and your customers will talk about it. BUT make sure that your sound is just right, or you'll blow them right out of their seats.

One manager has developed the idea of using tapes, instead of standard records ... and what a terrific field that opens up to you ... Not only can you tailor-make your musical arrangements, but, it's a simple matter to announce what the music is ... from which of your coming attractions ... AND ... what a simple way to cut in an announcement.

You'll hear more about this tape business ... We are now checking into the practicability of purchasing a number of recorders, and also a reproducer for such of our theatres as can and will make the proper use of it. Watch for an announcement, and if it isn't forthcoming pretty soon ... **ASK ABOUT IT.**

## SERVICE MANUALS

When is the last time you looked at one of the many service manuals prepared by several of our home office departments? Taking a quick count I can remember ...

1. SERVICE STAFF MANUAL
2. CONFECTION SALES MANUAL
3. ADVERTISING AND LAY-OUT MANUAL
4. DICK GEERING'S RED BOOK

Dig them out fellows ... and keep them real handy ... and keep referring to them ... and FOLLOW THE INSTRUCTIONS contained in them. If you do that, it may eliminate many unnecessary phone calls and much correspondence.

WE HAVE NO MONOPOLY ON ENTERTAINMENT ...  
WE HAVE TO PROVIDE MORE AND DO IT BETTER  
THAN OUR COMPETITORS ... J.J.F.

## PRODUCT

In a matter of about fifteen minutes, Ben Geldsaler in his quiet, reserved manner went through something like fifty million dollars' worth of attractions being made available to us during the next several months.

The majority of the pictures he outlined look like really big stuff ... A few are ordinary ... that is to say, just plain, good pictures. Don't undersell them, fellows. We want to keep the flow of product from the studios constant. The only way we can assure this is by treating each available property as being responsible for providing us with our bread and butter.

Don't just sell the BIG ONES ... Any school kid can do that.  
SELL THEM ALL.

## INTERRUPTION REPORTS

We all know that as careful as we try to be, occasionally, for one reason or another there is a performance interruption. Do your projectionists make out a report covering each such break? If they don't, they certainly should ... starting immediately. They must state the cause, even though it may only be a patch which had pulled apart, and the length of time that your screen was blank. THIS IS OF THE UTMOST IMPORTANCE.

Copies should go to all parties designated on the bottom of the reports. The projectionist MUST sign the report, and there is also space for the manager's signature ... just to make sure that he knew there was an interruption, and its cause.

## GONE WITH THE WIND

Have you played G.W.T.W. yet? Do you have a date on it? If you have it coming there is a good chance that this will be the only showing in your situation until this phenomenal attraction makes the rounds again four or five years hence.

If you have it booked, check with your booker who can tell you whether or not you have "exclusive" on it. If you have ... then really go all out on it. For your information, in most situations this attraction is doing more business than it has done at any time since its original "road-show" release.

## PUBLIC RELATIONS

One of the most important jobs you have to do, is maintain the best public relations you know how ... with your press people, radio ... your local board of education ... mayor ... members of parliament, both provincial and federal ... women's organizations ... the various clergy ... in short, EVERYBODY of importance in your town or city.

This is basic ... but are you doing it? Can you go to these people for assistance when you need it? Do they come to you when they have a suggestion? If the answer is "yes" to both questions, then you have nothing to worry about. If not ... then let's get going.

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Well, that looks like it fellows ... my report on the recent two day meeting of partners and head office executives. Many more subjects were discussed, reports of which will undoubtedly reach you in good time.

If you study each of the items enumerated above, and follow through on all the suggestions ... you'll have a good operation. I hope to be able to get together with my own gang, on a regional-meeting basis during the next few weeks ... at which time we can go into details of each individual operation.

Just so that you may be ready, I suggest that you make notes of everything you wish to discuss ... and have them ready at all times.

## KIDS' SHOWS

I wonder if the time hasn't come to start concentrating on getting the youngsters in our towns organized into matinee clubs again ... I know that we all used to do it ... and then, suddenly the small fry for one reason or another refused to be inveigled into attending special shows ...

George Forhan Jr. ran a special morning matinee for the Welland youngsters on the morning of Thanksgiving Day ... the results, for Welland ... sensational. Over 1,000 young'uns, and about one hundred adults. Tell you what it did for us ... Showed a profit that week, in a very depressed town.

Think about it guys ... and let's have some action ... I'm willing to go along on any experiments you may dream up ... Call it what you will ... "Birthday Club" ... "Junior G Men" ... anything you wish ... Pick a name that will appeal to the youngsters. Let's go after that Saturday morning business again ... RIGHT NOW. Drop me a note outlining your plans ... IN EVERY SITUATION.

And here's a chance to put that old P.R. to work ... Get your local Board of Education to back you up ... Your various service clubs ... Your Womens' organizations. There are a hundred selling angles you can use. Let's get organized.

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## NEW 25 YEAR CLUB MEMBERS

On the evening of Monday, October 18th, twenty six new members in the Western and Southern Ontario area were inducted into our Famous Players' Twenty Five Year Club.

Our theatres were well represented ... and our congratulations to Bill Longmuir ... Walt Lovell ... Bert Perry ... Nick Rizzo ... Miss Helen Maude Simpson ... and George Stephen. Welcome fellow members, into the most exclusive club in the world. You can't BUY your way in ... Twenty five years of continuous, devoted service is the only key. Glad to have you with us.

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## H.O. CORRESPONDENCE

It's most annoying to send out a questionnaire, request for certain vital information, or just a letter which requires a reply ... only to have it filed and forgotten. Most of you are pretty good, and I generally have an answer within a day or two ...

BUT ... there seem to be about four managers in my group who seem to derive a certain pleasure out of ignoring my requests, or just playing hard to get ... Want me to name 'em? I will the next time they're too busy to answer my letters.

Get wise, guys ... and try to arrange your time so that you can spare ten minutes from your very busy day to take care of ALL head office correspondence. I know it's much easier to pick up the phone and put through a long distance call ... Wonder how long you'll keep that up if we start charging the toll to YOU.

### THIS 'N DATA

The Central States Theatres' contest is now under way ... Hal Barnes' latest bulletin contains a wealth of ideas and suggestions ... I've selected a few to pass along to you fellows ... They're good.

### FOR HALLOWEEN OR SPECIAL SHOW

Run a cartoon show with anamorphic lens on CinemaScope screen ... In a couple of spots the managers ran complete two hour shows with phenomenal results ... in each instance drawing over 1500 kids.

### HOW ABOUT A "HI NEIGHBOUR" OR FAMILY WEEK?

This naturally requires a little judicious care in lining up a suitable booking ... This kind of a week can create new customers, new habits, and build a lot of good-will. Use grocery give-aways, prizes for the largest family ... for those coming the greatest distance ... oldest family, etc. Sort of an expanded "Country Store" deal. It has proven successful in the past ... No reason why it can't be revived now.

### PLAY UP SPORT "HEROES"

With hockey, football etc. in the headlines, line up a few local heroes for personal appearances at special kids' shows ... The "heroes" need that publicity ... and you know what the youngsters of today think of the glamour-boys.

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### FOLLOW-THRU ADS.

How many of you spend most of your appropriation on pre-opening and opening day ads, and then have nothing left for your regular run? I know that some distributors insist on this arrangement when they allow us an "assist" ... but when I see an attraction like EGYPTIAN, DEMETRIUS or SEVEN BRIDES buried on its second, third and subsequent days ... with a forty or fifty line ad trying to compete with two and three hundred liners ... I wonder who's right and who's wrong.

I think that you should leave yourself enough out of your budget to at least make sure that readers of the amusement page in your newspaper don't require a magnifying glass to find your ad.

.X.X.X.X.X.

### LET'S HAVE A LITTLE TEAM-WORK

Our new contest ... I haven't a name for it yet ... is due to break during the first week in November. I think you're dead wrong if you don't cut in EVERY member of your staff. Take your employees into your confidence regarding your proposed activities in the contest ... Believe me, they'll be awful proud if their boss wins, with an assist from them. I know they can come up with some pretty good suggestions. Maybe we can cut them in on the prizes in some way ... Let's think about it.

### THIS MAKES SENSE

I have a note on my desk from Marc Hirsch, skipper of the de-luxe Eglinton in Toronto ... He encloses a clipping from a local transportation company manual ... revised to fit our business ... and it's good. Read it over a couple of times.

"Our patrons are the most important people in our business" The patron is not an interruption of our work ... he is the purpose of it. We are not doing him a favour ... he is favouring us with his patronage. He is not dependent upon us ... we are dependent on him for our living. Our patrons are not cold statistics or numbers, they are people with feelings and emotions, likes and dislikes ... They don't come to our theatres so that we can match wits with them, or be rude to them, or argue with them ... They come simply to be entertained. It is our job to provide and sell that entertainment pleasantly and efficiently.

Our customers must be served to their satisfaction if we are to hold our present patrons and attract new ones."

Thanks Marc ... I like that.

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### SHOWMEN IN ACTION

I note that Bob Harvey and Art Cauley both received nice stories in S.T.R. under date of October 9, Bob on his THREE COINS deal, and Art on LONG TRAILER.

Just received my copy of the October 16th M.P. HERALD and am pleased to see listed among the Quigley contenders for this quarter ... Art Cauley ... Al Hartshorn ... Bob Harvey ... Bob Nelson ... Olga Sharabura and Paul Turnbull. Keep sluggin' gang, and set your sights on the pot o' gold at the end of this rainbow, or to bring it down to our level ... the Quigley Award.

.X.X.X.X.X..

### UPCOMING CONTEST

I have mentioned several times that our newest prize contest will get under way at the end of this month ... I can't give you the name in this issue as the ballots are not all in yet ... but think that I can safely promise you that next week's BALLYHOO will not only give you a handle, but will also contain all the details in connection with scoring, prizes etc. So be patient lads ... and just keep slugging.

Remember ... everything you do between now and the first week will be credited to that week ... just to give you a running start.

Haven't heard from out Timmins way in so long that I'm beginning to wonder whether Jack and Bob are with us or not ... Better let me know fellows, if you don't want to be included out, when I'm preparing the score sheets next week.

#### NOW FOR A FEW DRUM-BEATS

It's not too difficult to guess that there's no contest in progress currently ... All one has to do is take a good look at some of our weekly entries ... the bare minimum of selling effort ... no more. And just because I haven't been swinging the whip lately, some of you have been swinging a little too much lead. Well ... a new contest is in the making ... and you only have two weeks left in which to take it easy. After that ... EVERY MANAGER must be in, but good, EVERY WEEK. Need I say more?

Among the missing this past week are ... Don Edwards, Herb Chappel, Our two Timmins dynamos, Ted Doney, Len Gouin and Norman Gray. Ho hum ... make the most out of your present siesta fellows. There'll be no rest for you once I get going.

Now I guess I should say something about the lads who are in ... week after week and month after month. They seem to like it, and don't seem to be suffering any from their activities ... Guess it's just what you get used to. Let us have a look at what they have to offer.

#### CAPITOL - ST. KITTS

Vern was away on vacation, but his assistant Arlie Katzman pitched in and didn't do too badly ... I see a 240 line ad, inserted by Caver's Bros. Music Store, with the top portion devoted to a press book mat on SEVEN BRIDES ... C.K.T.B. kicked in a full half hour of tunes from the picture with appropriate credits ... On the daily Morning Melodies program, popular disc jock Clarence Colton sang and featured many of the numbers.

A new giant super market opened on the outskirts of the city, with a play of about 15,000 customers per week ... So what? So Vern arranged for a standee with current copy right at the main entrance to the store. Nice going.

#### CAPITOL - GALT

Eddie sends along a tear sheet showing an announcement inserted by the Reporter on three consecutive nights, urging all citizens to send in their entries for the I SAW contest featured in the paper. Theatre credits, of course.

#### SENECA - NIAGARA FALLS

Good window displays were promoted in several local stores by Jack, for his showing of ROSE MARIE and also THREE COINS. Announcements were made in both English and Italian in connection with the latter picture over the airwaves.

An item about a local gal appeared in the Warner News, and naturally Jack talked the Daily into devoting a little space to pertinent facts and details.

Good give-away cards with little strips of authentic ROB ROY tartan were handed out in the streets to help publicize the picture by the same name.

#### CAPITOL - WELLAND

For his date of KNIGHTS OF THE ROUND TABLE, George managed to placard all local taxis with bumper strips ... A vacant 24-sheet board, not presently in use was covered with six sheets ... The entire false front of a local store undergoing renovations was also loaded with sixes, ones, door streamers etc.

A local Hungarian radio program comes through with several free plugs daily in return for a couple of Oakleys. Same goes for a French language show. The station's Mystery Personality program also shaping up well.

The local Tribune, very grudgingly, has been giving George the odd, off-theatre page scene ... also mention on their Hidden Names page. And now ... Lo and behold ... George's persistance has finally paid off, and I see a front page announcement of the start of an I SAW deal ... almost immediately. Nice going George ... I knew darn well you could do it. Welcome to our family of I SAWers. There are now four towns using this feature ... Guelph, Galt, Oshawa and Welland. Incidentally George, you will get the same credit for knocking this one over, as though it were part of your contest deal.

With ROB ROY in sight, George went after a few windows, and came up with a couple of dandies ... Ross Stores put in a full window of Fall plaids, tying in directly with ROB ROY ... A second window was dressed by the local C.P.R. Travel Agency, suggesting visits to Scotland, Home of ROB ROY. Both windows contained art and good sales copy.

On opening night George had as his guests the local Scottish pipe band ... They paraded to the theatre, up and down the aisles, and then out. The Tribune was on hand to cover the story, and much to everyone's surprise ... including George's ... ran a good story the following day, with three column pic, which showed the entire front of the theatre, including the title on the marques. Naturally the Kerr tie-up was in effect, with one of the Capitol usherettes in Scottish costume handing out samples on the street.

George mentions a good co-op ad secured by his assistant Mort Grant with a local motor showroom ... but I can't seem to find it anywhere. How about it boy? You send it in and I'll report it in our next issue.

#### ORPHEUM - SOO

Olga doesn't waste anything ... She had a huge replica of a shell which she had used for CEASE FIRE. When CAT WOMEN OF THE MOON came along, she converted it into a rocket, revamped the copy, and used it as a lobby piece and also on the sidewalk in front of the theatre.

For KNOCK ON WOOD, Olga had a tree ... a real one ... sitting out on the street ... Copy read "KNOCK ON WOOD ... This will be your Lucky Day when you see Danny Kaye in KNOCK ON WOOD" ... Cute, huh? Inexpensive too.

CAPITOL - SUDSBURY

Wal, I swan ... or something ... Jeff's finelly made it ... probably by dog sled, but I do have something from him ... Better keep 'em coming Jeff ... and no more fancy excuses, such as "I forgot" ...

A full scale flash front was used on STUDENT PRINCE ... with seven foot cut-outs flanking both sides. Good sized cut-out displays were placed in the Melody Music store and at Silverman's Clothing store, tying in with a special selling of STUDENT apparel.

Another false front on LIVING IT UP ... and in addition a good co-op with City Motors. Copy used in the ad run by the car firm read in part ... "You'll be Riding High and really LIVING IT UP when You Drive a Used Car From City Motors ... etc."

You can do it when you want to Jeff ... from now on you'd better want to. I'd hate to see you wind up at the bottom of our list of contestants.

PARAMOUNT - PETERBORO

Nothing startling from out Peterboro way lately ... but I will say this for Art ... He's got something in EVERY WEEK, regardless of its magnitude.

Art had a very nice little deal cooked up with the local Simpson-Sears store, which sez Art, included quite an ample amount of space in one of their full pages ... but Arthur ... where's the evidence? No tear sheets, no nothin' to prove your point.

Art sold Simpson's an idea to run a special Roy Rogers matinee at the Paramount ... Simpson's paying for the tickets, advance advertising etc. Not bad, huh? In addition, the store made over an entire section into a make-believe ranch ... all the clerks were dressed as cowboys and cowgirls, with huge signs all over the place carrying details of the deal. They also set up a terrific display in the Paramount lobby, which brought in small fry by the hundreds.

Don Corrin, Art's assistant went to work on the school board in connection with ROYAL TOUR, and they co-operated by giving the children time off to attend the showings ... The result ... in three afternoons the Paramount played to 2700 kids ... all paying customers ... and I'm talking about mid-week.

Art was on vacation, and Don Corrin was unaware that he had the EGYPTIAN booked for his midnight show ... However, nothing daunted, Don really went after the leads on the local Bugle, and came up with some plain and fancy announcements ... even at the short notice he had. He invited the seven C H E X announcers to be his guests, and in return they came through with an even dozen free spots, plugging his midnight show.

A lobby recorder blasted away with recordings from THE EGYPTIAN all during the run. A sandwich man, in costume, didn't do any harm either. Beyell's Book Store put in a good window tying in the title book. A permanent 30 x 40 in the lobby of the local arena rounded out the campaign.

#### REGENT - OSHAWA

Al's I SAW deal not only going strong in Oshawa, but increasing in popularity day by day ... Special story and scene of one of the items appeared in one of this week's editions of the Times-Gazette.

Good scenes on both ROB ROY and DIAL M FOR MURDER on off-theatre pages of the same daily ... Displays at both the Genosha Hotel and the lunch counter at the Metropolitan Store.

Al had quite a deal set for ROB ROY ... The local daily started a search for a local ROB ROY, and don't think they didn't come up with one ... A gent by that name was found to be living in nearby Bowmanville. In connection with the deal, Al promoted a full scale dinner for Mr. and Mrs. Roy at the Genosha ... a tartan tie, corsage, etc. The Bowmanville Pipe Band was all set to escort the couple to the hotel, and from there to the theatre ... BUT ... a small flaw developed ... Mr. ROB ROY had to refuse the invite ... He is an apple grower and was in the midst of gathering in his crop, which he figured was worth more to him than a free lunch ... even with the pipe band. However, the band did appear, and entertained Al's customers for a short spell. Good try Al ... can't click every time ... but the percentage must work out in your favour.

#### CENTURY - HAMILTON

Mel received terrific co-operation from both C K O C and C H M L on his dates on both SUSAN SLEPT HERE and DUEL IN THE SUN ... Lots of plugs over the airwaves, for free.

Display cards plugging SUSAN were well placed in Harley's Furniture Store, also Underwood Ltd. windows, and attracted a lot of attention.

Mel co-operated with the local fire department by placing a good display in his lobby to tie in with Fire Prevention week in Hamilton. His co-op still running in the Hamilton Review.

#### CAPITOL - NORTH BAY

Well ... how's our Master Showman doing this week? ... I guess Bob is well deserving of the degree M.S. after the job he did in knocking off the top prize in the Canadian Moving Picture Digest's sixteenth annual Showmanship contest last week ... against some of the very toughest competition I have ever seen. Bob had six or seven campaign books in, and a couple of the judges were heard to remark that each and every one of them was worthy of a prize ... Did I agree with them? Natch ... but the best we could do was award Robert "Q" the first.

A point of interest is that all the judges unanimously agreed that to be a winner, a book had to contain evidence of activity in the newspapers, on the radio and good old fashioned BALLYHOO ... Bob's had them all, but good.

So, my friend ... you won. Next stop, the Quigley Award? I hope so ... and as for you ... just Keep Ballyhooin'.

CAPITOL - NORTH BAY (cont'd.)

Guess maybe I should say something about a few of Bob's activities during this past week or so ... huh?

Bob's winning book isn't here and I can't describe it ... neither can I do much about his efforts on behalf of STUDENT PRINCE, which book was also among the entries ... but I think I can remember enough of what was in it to give you a fair idea.

Bob was successful in selling an excellent co-op ad to Adam's Men's Wear ... and as for Bannon Bros. Furniture ... he knocked them over for TWO ads. Incidentally, this is the first time in the furniture company's long history that they have ever included anyone on their ad ... As a slight reward for his good work, the Nugget kicked in with two good off-theatre page scenes.

In the window display department, Bob had tie-ups with Hosken and Prested Radio dealers, Bannon Bros., Lovel's Music store, North Bay, Maddocks and Palangio motor salesrooms, the bus terminal and Adam's Men's wear. These were all window displays in the purest sense of the word ... Not just a window card crammed in among the various items of merchandise.

Union Taxi Company bought white gloves for all their drivers, and painted on them were good ads for STUDENT PRINCE ... This stunt attracted wide attention ... and big hearted Robert invited the drivers to come in and catch his show on their time off.

Good punchy dodgers were placed around town in restaurants, cigar stores, hotels, grocery stores, high schools etc.

In the way of radio time, Robert received the complete co-operation of C F C H ... starting well in advance they plugged the musical score on every one of their deejay shows ... played several interview discs, and even interviewed a member of the Capitol staff, who, just by accident, happened to be well prepared for the ordeal ...

This happened to be one of Bob's "off" campaigns ... no double trucks. Still, guess we'll forgive the boy ... he didn't do too badly by us ... or by STUDENT PRINCE.

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Well ... I think we'll call it a day, and get this issue in the mail to all of our subscribers ... voluntary and otherwise. Since our meetings, at which the Boss Man happened to mention BALLYHOO I have had several requests for copies ... which is very flattering to all of us. Shows that people ... the right people ... are reading of the activities of the "B" gang ... and feel that this idea-exchange we have developed does serve a purpose.

Watch for our next issue ... in about one week's time ... which will definitely contain complete details of our new contest, starting the first of November. Cheerio.

D.E.K.